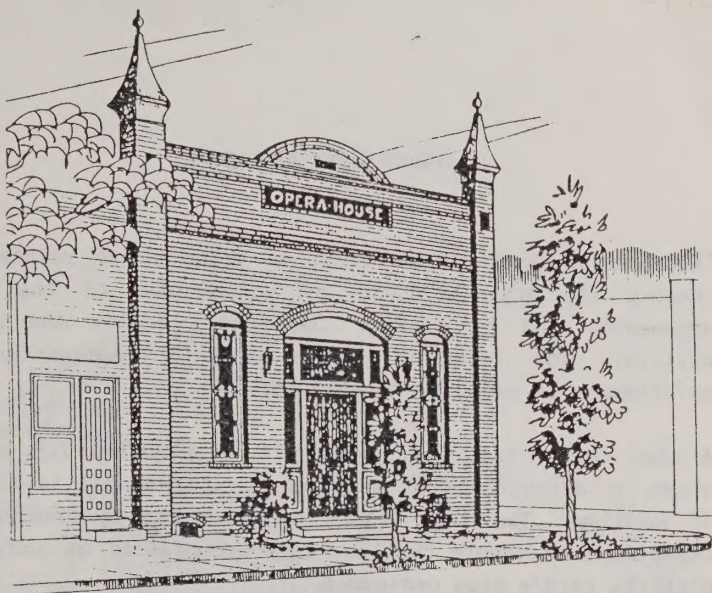




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SIGN REQUIREMENTS AND GUIDELINES

CITY OF REEDLEY

PURPOSE AND PROCEDURE

The purpose of the regulation of signs is to maintain and enhance the attractiveness and orderliness of the city's appearance and to protect the public safety and general welfare. The location, size, height, illumination, and maintenance of signs are regulated.

A sign review and building permit is required for all new signs or alterations of existing signs proposed in the City of Reedley. The sign review is conducted by the Planning Department to assure that any sign proposed is in conformance with the city's sign ordinance.

Following is a section entitled "Sign Types" illustrating common types of signs and the requirements for placement and size of the different sign types. The next section is entitled "Signing Tips" and contains information which is important to consider is designing and planning the type of sign used to advertise your business or operation.

This booklet contains excerpts from the sign ordinance and does not list all sign requirements. Most sign information is in regard to signs to be located in commercial zone districts unless otherwise noted.

SIGN TYPES

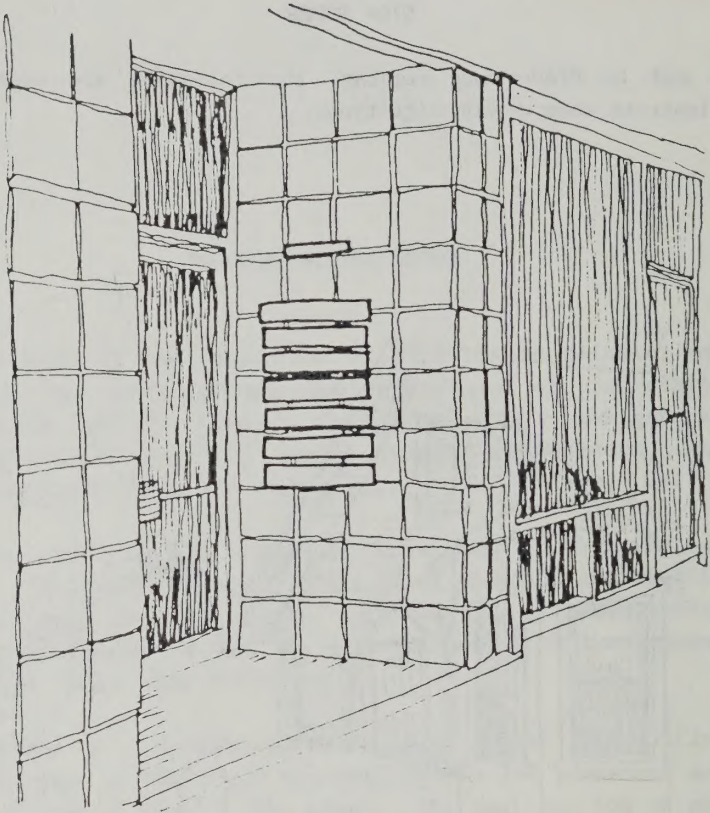
To aid in discussing signing, the following are used to illustrate some common sign types.



Monument Signs

A monument sign is a freestanding sign which stands at ground level.

- a. Only one freestanding sign per parcel where permitted.
- b. 3 feet maximum height within 30 feet of intersecting curb lines of a street intersection.

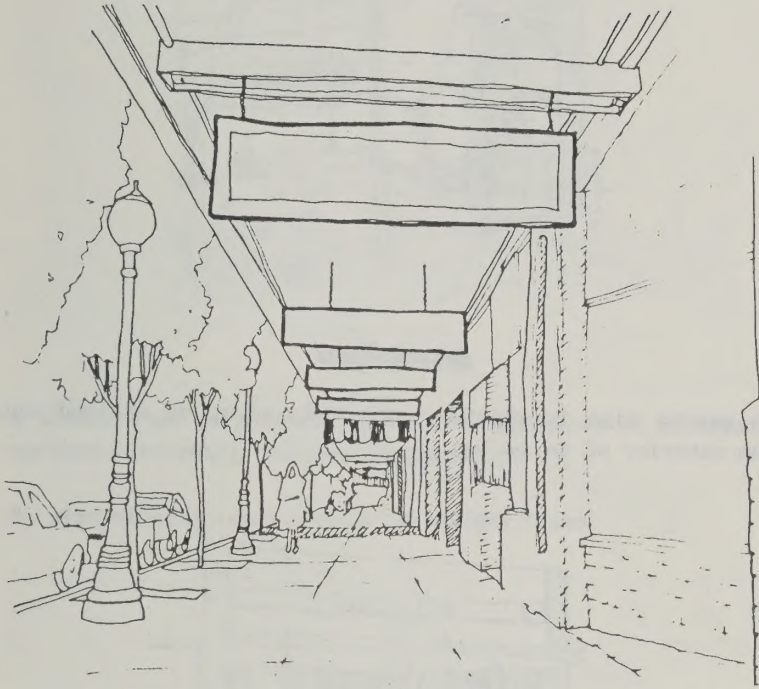


Building Identification Plaques

The plaque is mounted on the building to denote the building's identity, tenants, or historical information.

- a. One 2 square foot nameplate.
- b. Permanent and maintenance free construction.

This applies only to signs in a residential or professional office zone district. There are not any specific provisions for this type of sign in the commercial zone districts.



Pedestrian Signs

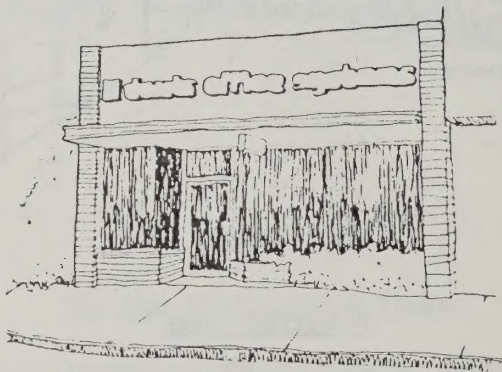
A pedestrian sign is attached to the bottom of a permanent canopy, perpendicular to the building frontage.

- a. 6 square foot in area maximum size below a canopy or marquee.
- b. 7 foot clearance from sign bottom to sidewalk.
- c. No flashing or moving signs.



Awning Signs

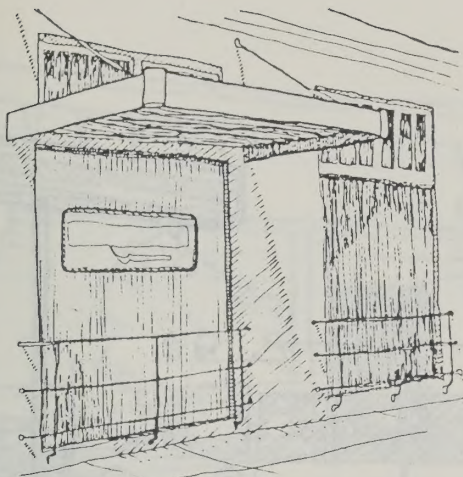
An awning sign is painted, stitched, sewn, or stained onto the exterior of an awning.



Wall Signs

A wall sign is mounted flush and is affixed securely to a building wall. It projects no more than 12 inches from the face of a building wall and does not extend horizontally or vertically beyond the building.

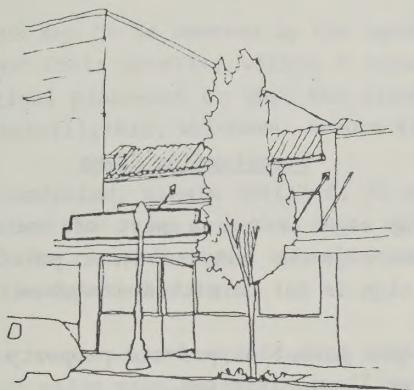
No size or area requirements for wall signage.



Window Signs

A window sign is painted, posted, or displayed on transparent surface, including windows and doors.

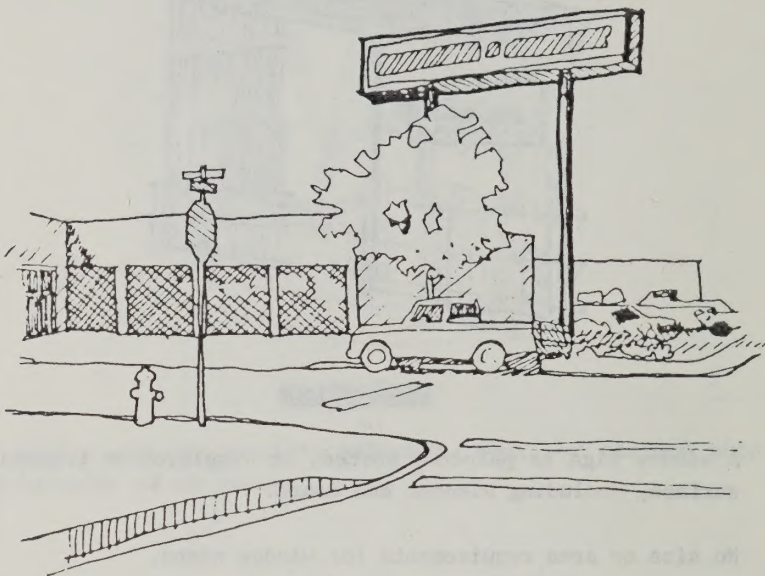
No size or area requirements for window signs.



Marquee Signs

A marquee sign is attached to the top or face of a permanent canopy parallel to the building frontage.

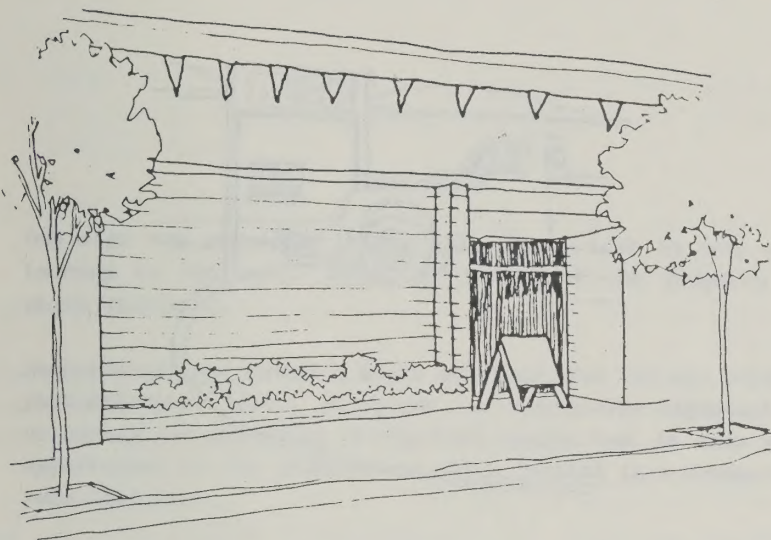
- a. Cannot project above the roof line.
- b. 7 feet minimum clearance between sidewalk and bottom of sign.



Freestanding Signs

A freestanding sign is not a part of nor attached to any building. The sign is mounted on a pole(s) above grade. This type of sign is not permitted except as noted:

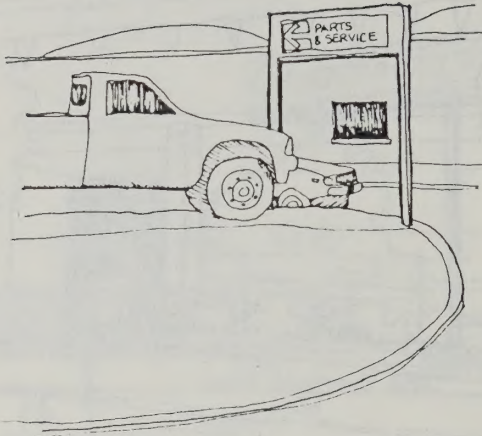
- a. One sign per parcel on private property in a commercial or industrial zone district.
- b. Not to protrude over public right-of-way more than 14 inches.
- c. The height not to exceed the highest roof line of the structure on the same property.
- d. A sign cannot be placed within 30 feet of intersecting curb lines of a street intersection unless placed on a single pole with 10 feet ground clearance.



Temporary Signs

Temporary signs are to be removed by the agency or individual responsible for their erection within 7 days after the date of their original placement or when the signs become damaged or no longer intelligible, whichever occurs first.

- a. One nonilluminated, single surfaced, 16 square foot maximum, construction sign on the site of a construction project to be removed at the owner's expense at the time of project completion.
- b. One single surfaced, 40 square foot maximum, residential subdivision sales sign not directly illuminated.
- c. Temporary signs or displays of an emergency, patriotic, religious, or community nature including temporary non-structural posters for civic or political campaign and nonilluminated, nonverbal religious symbols.
- d. Signs used for the posting of display or official notices by a public agency or official or by a person giving legal notice.



Directional Signs

A directional sign gives specific traffic information or suite location; it is not an advertising sign.

- a. 6 square foot maximum size each for off-street parking and loading signs in commercial zone district.
- b. 6 square foot, single surface area, nonilluminated in residential or professional office zone district.

Exempt Signs

Official display notices of public agency or personal legal notices.

Public utility directional, warning, or informational signs required by law or maintained by a public agency.

Other Signs

One sign not exceeding thirty (30) square feet in area pertaining to the sale, lease, or rental of the property on which displayed.

Announcement and bulletin board or structures for any public, philanthropic, civic, religious, or charitable organization or agency not exceeding thirty (30) square feet in area when appurtenant to the premises on which located in a commercial zone district.

One bulletin board, Single surface, not directly illuminated, not exceeding twenty (20) square feet, located on the site of a church school, and/or other similar place of public assembly in a residential or professional office zone district.

One identification sign, not directly illuminated, located flat against a wall and not projecting above the roof line, with a single-surface area of not more than thirty-two (32) square feet, pertaining to a permitted or conditional use permit conducted on the site in an RCO, UR, RM, or PO Zone District.

Signing Not Permitted

Animated signs with intensity, color, or pattern variations.

Portable or A-Frame type signs.

Projecting signs attached to a building or structure extending perpendicular to a building frontage by more than 12 inches.

GENERAL PROVISIONS

Total sign area is computed by sign cabinet size or by blocking individual letters when cabinets or frame are not used.

All sides of multi-sided signs contribute to total sign area.

Existing nonconforming signs which are destroyed or damaged in excess of seventy-five percent (75%) of current costs shall not be restored except in full conformity with the regulations.

Sign maintenance is encouraged. Cleaning, painting, and repairing to identical condition can be done without review.

Signs which threaten public safety (as verified by the Building Department) may be removed or repaired immediately without review.

No red, green, or amber lights or illuminated signs illuminated by or including flashing lights shall be placed in such a position that they reasonably could be expected to interfere with any official traffic control device.

Moving signs are permitted only in commercial and industrial zone districts provided that the movement shall be slow and shall not stimulate effects obtained by varying the intensity, color, or pattern of illumination.

Outdoor advertising or billboards are allowed only in the industrial zone districts.

Signs should be planned architectural features which avoid dominating the site or building to which they are attached.

SIGNING TIPS

- A. HUMAN FACTORS - Each viewer's perception of and response to signs is conditioned by certain physical and psychological factors.

Physical Factors

Field of Vision - Studies indicate that the normal cone of vision is 60 degrees. This can be enlarged by turning or tilting the head, but viewers resist this. They tend to hold the head stationary. Consistency in the height of signs reduces the viewer's need to look many places for information.

Reading Rate - Factors like age and education influence reading rates which vary from 125 w.p.m. to 600 w.p.m. The average rate is 250 w.p.m. Most signs are only seen for a few seconds and should include a maximum of six short items.

Legibility/Letter Heights - Under laboratory conditions, a person standing still can read 1-inch-high letters from 50 feet head-on. Naturally, actual conditions vary and so must letter heights. If a viewer is moving, letter height and spacing should be enlarged in the direction of the movement. Greater viewing distances require greater heights. 8-inch letters are legible for most downtown auto traffic conditions. Foreshortening is the effect caused by not viewing a sign head-on. Letters should be lengthened in the direction they are foreshortened so they will appear well formed.

Eye Level - The average height of a viewer's eye is 5'6" above ground when standing, 4'3" when sitting, and 4'6" while driving.

Psychological Factors

Figure/Ground Relationship - The perception of shapes against a background affects recognition. Shapes are formed against background by edges. Anything which

clarifies these edges makes the shape more apparent. Figure/ground concepts are also affected by "negative space." Words can often be recognized by overall shape just as individual letters are recognized by shape. If letter spacing is inappropriate, the recognition of the word is as affected as the recognition of a letter which is misshapen. An uncluttered background is necessary to promote prompt recognition of copy. A clear wall acts as a background and emphasizes the copy more than a costly cabinet which can clutter the wall. Shadows, being dark, tend to camouflage dark letters on a light background. Light letters on a dark background are less affected by shadows.

Implication of Color - Individuals' ability to distinguish and recall colors varies. Normal viewers can quickly recognize six colors: Red, yellow, blue, green, orange, and brown. Colors can be a coding device for quick recognition of a logo. Colors elicit psychological responses.

The following may be helpful in selecting colors:

1. Red. Red is an exciting, active color. It is used to suggest boldness, quickness, and efficiency. Its warmth is appetite inspiring. Because of its association with blood and berries, red is often used in restaurant color schemes. Fast-food chains used red to connote warmth, fresh food (meat), and action.
2. Yellow. Another color which is frequently used by fast-foot restaurants which want to create a welcoming atmosphere is yellow. As a warm color, yellow is inviting. Yellow suggests light and activity, especially in redder shades and tints.
3. Blue. Its coolness tends to connote dignity, serenity, wisdom, and quiet. While its use might not be appropriate for a business which wishes to emphasize its speed and efficiency, it might be used by a business which wants to suggest that it has a leisurely pace and a general atmosphere of

cultivation and calm. It also tends to suggest stability and is a color used often by banks and large corporations.

4. Green. Living things and, therefore, freshness, youth, and purity are often associated with green. It is the predominate color of nature (and, therefore, should be used judiciously in a rural setting, so that it does not fade into the surroundings). It is powerful in suggesting naturalness and vitality, and yet it connotes peacefulness.
5. Brown. Brown is the color of the earth and tends to connote naturalness and strength. Businesses which want to indicate their strength and mainstream value system often use brown and wood hues in their signs. Brown often connotes ranching and farming interests. Some fast-food franchises have used brown on their signs to suggest the ranch association of their foods. Brown is basically neutral due to its association with earth and wood. It is not a color to catch your eye and suggest action.
6. Purple. This color has come to be associated with royalty, pomp, and luxuriousness. Its visibility factor is now making it unsuitable for freeway signs, but it is often used for personal service businesses such as beauty salons.
7. White. In western society, white has been the color of innocence. On a sign, it can be used to suggest cleanliness and purity.
8. Black. Black can be used effectively in signage to create an impression of low-keyed crispness and sedateness. Sophistication also is suggested if large areas are used.

Applications of colors which are effective as art or on objects may be troublesome in signing. When two complementary colors of equal chroma are used to-

gether, a tension results. This tension should be avoided or handled with discretion. Some colors are more conspicuous than others. The order of conspicuity is as follows:

Yellow
Orange and white
Red
Blue
Green
Black

The best color combination in order of legibility from a distance are:

Black on yellow
Black on white
Yellow on black
White on blue
Yellow on blue
Green on white
Blue on yellow
White on green
White on brown
Brown on yellow

B. SIGNING FACTORS

Lighting - As ambient light levels decrease, contrast between background and copy should increase. Colored light can obscure a sign's copy. Illuminated lights are most effective when ambient light is low. Too high a level of internal lighting can cause a "halo effect" which blurs the perceived object.

Sight Lines - Placing all signs at eye level is an over-simplified approach. Consider the following:

Is the sign clear of obstruction?

Is the sign as close to head-on as possible?

If the sign is outside the normal field of vision, is there anything to draw the eye to the sign?

Are there distractions behind the sign?

Will growing landscaping eventually cover the sign?

Sign Backgrounds - If a sign is placed in the foreground of a visually cluttered scene, it will be lost. An artificial background should be used to isolate the message. Rough textures or patterned backgrounds may obscure the message. A plain panel or wall provides an excellent backdrop for letter forms.

Copy Wording - Some phrases can be ambiguous or misleading. Words should be clear in meaning to all viewers. Rapid recognition requires that the shortest word be selected over a longer word of the same meaning. Wording should express an idea in positive terms. Your sign is usually your first salesperson. Copy which appropriately includes both capitals and lower case letters is more easily read than copy which is all capitals. A word may be written in all capitals for emphasis over readability. Enlarging a "keyword" will help the message read farther away.

- C. DESIGN - Good sign design is a dichotomy. Aesthetics call for sensitivity to the environment and function requires being noticed. Aesthetics and function need not be opposing determinants.

Architecturally Integrated Signing - Appropriate signing is a noticeable feature which is an integral part of its environment. A sign may relate to its environment through geometry, material, color, scale, and detail.

Geometry - Signs can relate to a building by being located within an architectural feature or as a mimic of a feature. Signs may be decorative and should be placed effectively. Entries should be emphasized with visual interest.

Material - A repetition of some finish materials can unite a sign with its environment. It is helpful to use existing building surfaces for sign backgrounds.

Color - Sign copy can be in a color which contrasts to most other colors in its environment. It will seem more integrated with its surroundings if this color can be reused sparingly as a trim element. Often trim lines can be used to draw the eye to the sign if it is necessary to cause a head movement.

Scale - Sign size should not overwhelm its environment. Some signs scaled to the freeway which are painted on a building wall fall into this class. Fortunately, in most downtown areas, the scale is homogenous. Auto sales areas and those areas adjacent to the freeway are most likely to have scalar conflicts.

Detail - Sign cabinets and copy should relate to the building in style. For example, the Bold Clarendon letter style goes well with turn-of-the-century commercial buildings. Try to avoid thin line letter styles - they are hard to read. Logo's may relate to an architectural style also. Some products or logo's are very contemporary and do not relate to a particular historical building style. If this occurs, try to utilize the two styles in obvious, clear opposition. Treat the building as structure for the housing of more contemporary fixtures and furnishings; in this case, the signing relates to the function as "filling" of the building rather than the "carcass". The two styles may be related in some way, but the relationship should be minimal. The distinction should be clear.

Practical Considerations - Good design should not neglect non-aesthetic issues.

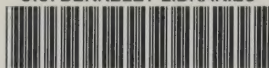
Illumination - When ambient lighting is weak, illumination is required. Illumination should be economical and easily maintained. In a mixed use area, like downtown, lighting should be designed to minimize disturbance to neighbors.

Vandal Resistance - Signs should be designed to thwart most attempts at vandalism, especially lower signs.

Easy Maintenance - Consider time and cost of maintenance in sign design.

Weathering - Selecting the proper materials and paints for a specific situation is important. Electrical signs should have weather-tight cabinets and conduit where necessary.

Flexibility - It is sometimes necessary to change signs. Engraving signage into the stones of a building would be foolish for a tenant renting on a month-to-month basis. Design flexibility into signs where necessary.



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VISUAL COMMUNICATION THROUGH SIGNAGE (Three-Volume Series)

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The City of Merced, Redevelopment Agency, has graciously allowed the City of Reedley to use the graphics and signing tips portion of their Downtown Sign Guides Booklet.